

Exam Questions 810-440

Cisco Business Architecture Analyst

<https://www.2passeasy.com/dumps/810-440/>



NEW QUESTION 1

When selling business outcomes, which two key points/ factors related to understanding actual achievement of goals must be considered? (Choose two.)

- A. specific timeframe and periods
- B. communicational procedures
- C. metrics and calculation procedures
- D. project management milestones

Answer: AC

NEW QUESTION 2

For which categories can collaboration between the sales professional and the customer achieve business goals?

- A. industry markets, technology innovation, and business incentives
- B. line of business, technology innovation, and business outcomes
- C. industry markets, technology innovation, and business outcomes
- D. line of business, industry markets, and realized business value

Answer: D

NEW QUESTION 3

When making good use of best practices or scenarios during the selling process, what is the most effective way to present these?

- A. Use cases relevant to the customer
- B. Business cases used previously
- C. Customer briefing documents
- D. Customer benefits statements

Answer: A

NEW QUESTION 4

You are an account manager and your customer asks you for help to quantify the impact that the technology investment they are about to make has on their business priorities. Which step is the best next step?

- A. Set up an executive briefing.
- B. Set up a meeting to engage a business architect.
- C. Set up a product briefing that describes the benefits the product has, followed by an executive briefing.
- D. Set up a product briefing that describes the benefits the product has.

Answer: C

NEW QUESTION 5

Which statement is true?

- A. A view can be generic and stored in libraries for later reuse.
- B. A viewpoint is the perspective of an individual user.
- C. Some views do not have associated viewpoints.
- D. A view is perspective of an individual user.

Answer: D

NEW QUESTION 6

According to Cisco best practice, which option must you understand before you identify business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Answer: D

NEW QUESTION 7

How can a customer determine which activities create more value and competitive advantage for his organization?

- A. Identifying the least complex activities
- B. Analyzing their business context and industry vertical
- C. Looking for business outcomes that span the value chain
- D. Defining the right KPIs for each activity

Answer: C

NEW QUESTION 8

Which option is a key concept of the unique Cisco sales approach?

- A. Add as many new Cisco technologies to the solution that meet customer needs.
- B. Start driving outcomes for customers, and go beyond selling and implementing technology solutions.
- C. Put together the most logical set of services for the customer.
- D. Engage in dialog about customer needs and new technologies.

Answer: B

NEW QUESTION 9

Which two options are benefits of Cisco's overall portfolio with respect to the set of buyers? (Choose two.)

- A. increased business performance
- B. enhanced accountability
- C. real-time business intelligence
- D. higher service availability

Answer: CD

NEW QUESTION 10

Which two benefits does IT as a Service provide to the customer? (Choose two.)

- A. Reduced OPEX.
- B. Reduced CAPEX.
- C. Reduced ROI.
- D. Reduced TCO.
- E. Reduced Chargeback.

Answer: BD

NEW QUESTION 10

Which option must be understood before identifying business outcome opportunities?

- A. organization chart
- B. decision-making process
- C. current technology plan
- D. customer value proposition

Answer: D

NEW QUESTION 13

Which two options have a positive impact on costs from the direct benefits provided by Cloud services and solutions? (Choose two)

- A. Enabling rapid growth to new markets & geographies
- B. Managing technology obsolescence
- C. Managing technology innovation
- D. Saving OpEx shifting to predicable CapEx

Answer: BD

NEW QUESTION 16

Refer to the exhibit.



Which proposal does the exhibit describe?

- A. technology project plan
- B. account plan
- C. technical reference architecture
- D. business roadmap

Answer: D

NEW QUESTION 21

Which tool is recommended to help identify customer responsibilities in one of their business processes?

- A. BMC chart
- B. RACE report
- C. Agile chart
- D. RACI chart

Answer: D

NEW QUESTION 24

Which are four considerations to have in mind when communicating the business outcomes story? (Choose four.)

- A. Share your findings about stakeholder analysis with the audience.
- B. Structure the content to the audience, one size does not fit all.
- C. Address key motivators, business drivers, and the value that business outcomes bring to the customer.
- D. Prioritize lines of business, strategic plan and operating issues.
- E. Create the presentation in terms that the audience understands.
- F. Use consistent formats and designs that the audience is familiar with.

Answer: BCEF

NEW QUESTION 29

Which option is the most effective way to use best practices or scenarios during the selling process?

- A. in use cases that are relevant to the customer
- B. in business cases used previously
- C. in customer briefing documents
- D. in customer benefits statements

Answer: A

NEW QUESTION 31

You are an account manager and the customer asks you to summarize the business value a product they are about to purchase delivers. Which process best describes how to do that?

- A. Gather list of products benefits and needed business capabilities
- B. Align the product benefits to the business capabilities and align the product benefits to customer outcomes.
- C. Gather customer business priorities and list of product benefit
- D. Align the product benefits to customer outcomes.
- E. Gather customer business priorities and needed business capabilities
- F. Align the business capabilities to solutions and align the solutions to customer outcomes.
- G. Gather customer business priorities and list of products benefit
- H. Align the product benefits to business priorities and align the product benefits to customer outcomes.

Answer: C

NEW QUESTION 33

Drag and drop the type of sale model on the left to the business driver on the right.

solution selling	value
solution selling	pain points
outcomes selling	needs
outcomes selling	priorities

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:

solution selling	outcomes selling
solution selling	solution selling
outcomes selling	solution selling
outcomes selling	outcomes selling

NEW QUESTION 37

According to Cisco and related to customers, which is the one and only outstanding reason and justification for business outcome-based sales approach?

- A. Executives are interested in satisfying customers' needs and requirements.
- B. Managers and supervisors are committed to close the quality of service gap.
- C. Stakeholders are interested in being considered when developing and accessing business outcomes.
- D. Customers are interested in solutions and services that result in measurable outcomes.

Answer: D

NEW QUESTION 40

Which three options are skills that business development teams should develop for outcome- based selling? (Choose three.)

- A. negotiation and communication
- B. transformative networking mindset
- C. outcome-based mindset
- D. lateral thinking
- E. critical thinking
- F. conflict management and resolution

Answer: ABC

NEW QUESTION 43

Which could be a layer within an enterprise architecture?

- A. Business services
- B. Service level commitments
- C. Organization's reporting structure
- D. Project office's governance practices

Answer: A

NEW QUESTION 46

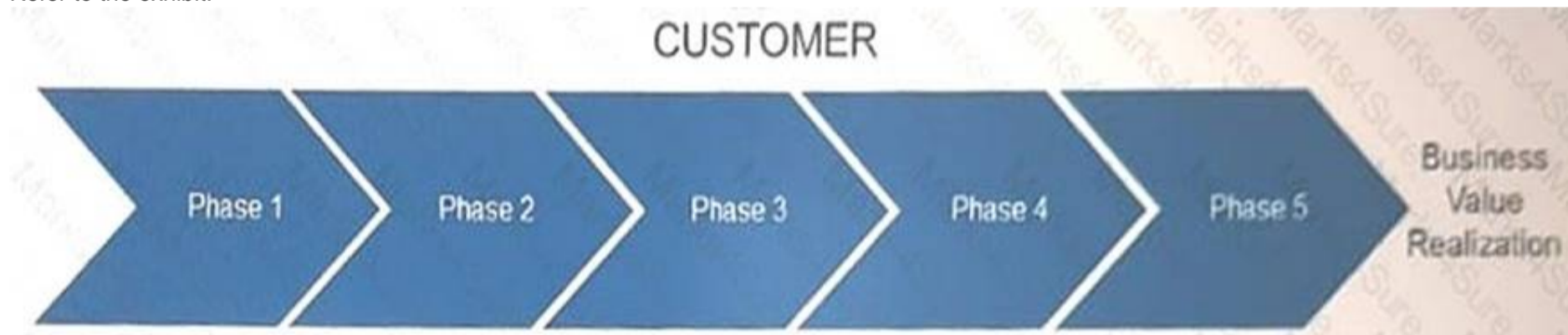
Which two statements partially describe the difference between product-based and outcome-based sales? (Choose two)

- A. In product-based sales the customer knows the issue and is likely to fix it, in outcome- based sales the customer understands the business goal and what success looks like.
- B. In product-based sales the customer expects to make product comparisons, in outcome- based sales the customer decides whether to make an investment based on comparing current and future state.
- C. In product-based sales the customer may or may not be aware of the opportunity or problem, in outcomebased sales the customer will answer QUESTION NO:s to clarify pain points.
- D. In product -based sales the customer wants to hear about multiple solutions, in outcome -based sales the customer does not know value or benefit from a change.

Answer: AB

NEW QUESTION 51

Refer to the exhibit.



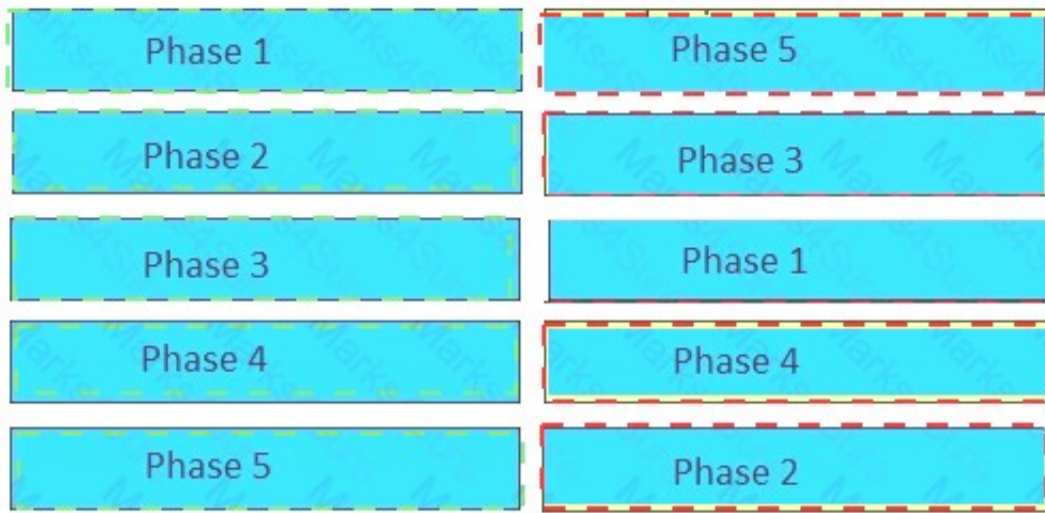
Drag and drop the five phases of the customer journey from the left into the correct order on the right.

Phase 1	business outcome measurement
Phase 2	business capabilities and solutions
Phase 3	business vision
Phase 4	roadmap implementation
Phase 5	business strategy

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 54

Cisco solutions and services are related to every kind of outcomes. What approach is frequently used to achieve business outcomes?

- A. Using Next Generation IT to increase service quality
- B. Also, reducing risk, complexity and costs
- C. Refining, enriching or developing & enabling new business processes, new markets, and customer interactions
- D. Taking advantage of new technology to increase business relevance
- E. Improving agility & ability to create or deploy high quality, differentiated, innovative services for end users

Answer: B

NEW QUESTION 59

Which element is recommended to align solutions and services to the customer business?

- A. key performance indicator
- B. total cost of ownership
- C. goals and objectives
- D. critical success factor

Answer: D

NEW QUESTION 61

Which discipline covers analyzing stakeholder expectations and their approach and posture towards technology?

- A. Stakeholder Relationship
- B. Neurolinguistics Programming
- C. Stakeholder Management
- D. Customer Relationship Management

Answer: C

NEW QUESTION 65

Why are customer stakeholders important to the business outcome-based sales approach?

- A. Because understanding the concerns, interests, power, and influence of stakeholders enables successful stakeholder engagement.
- B. Because stakeholders consists of partners who are either part of the organization or are external to the organization.
- C. Because stakeholder strategy influence business needs and their involvement in a project to change them.
- D. Because relevant and potential stakeholders exist across customers' and sales professionals' organizational and functional roles.

Answer: D

NEW QUESTION 69

Which option is a primary reason for using the Cisco Services Solution story with customers?

- A. to enhance the sales experience for an account manager
- B. to raise customer expectations possible outcomes from larger IT investments
- C. to help raise awareness of Cisco services relevancy, beyond break/fix support and/or deployment projects
- D. to provide a clear way to discuss services that all customers need

Answer: C

Explanation:

The Cisco services story is receiving a lot attention both internally and with the public. Sellers should build off of this visibility, reinforcing that Cisco has a broad services portfolio that goes beyond break/fix, and network deployment.

NEW QUESTION 71

Which two options are indirect benefits of a business outcome? (Choose two.)

- A. Lower maintenance contract cost

- B. Improved customer satisfaction
- C. Lower purchase price of IT assets
- D. Faster time to market for new solutions

Answer: BD

NEW QUESTION 76

From the customer perspective, which are two benefits that result when moving from an on premise solution to a Cloud solution? (Choose two.)

- A. Recurring revenue stream
- B. Lower initial investment
- C. Higher ROI from investment
- D. Increased value of company
- E. Long-term business cycles benefits

Answer: BC

NEW QUESTION 78

Which option lists the top four technology trends that affect all enterprise business decisions?

- A. security, big data, mobile, Internet
- B. mobility, social, data, security
- C. social, mobility, analytics, cloud
- D. cloud, security, BYOD, big data

Answer: C

NEW QUESTION 81

KPIs are quantitative measurement of progress against the tactical goals of an organization. Which are three characteristics of KPIs? (Choose three.)

- A. KPIs must be strategic and tactical in nature
- B. KPIs can be financial, managerial, or operational
- C. KPIs measure progress against goals
- D. KPIs are set according to priorities: magnitude and urgency
- E. KPIs define what needs to happen to achieve desired results in the time, budget, and level of expected quality

Answer: BCE

NEW QUESTION 85

Which two options does the sales force need to know to ensure business outcome plan is aligned with stakeholders' needs? (Choose two.)

- A. The stakeholders' agenda about the business goals.
- B. The stakeholders interest in results which you are seeking to drive.
- C. The stakeholders' chain of command.
- D. The stakeholders' degree of influence and power.

Answer: BD

NEW QUESTION 89

Emerging trends in technology are impacting business outcomes with respect to optimization and innovation. Which are the big four emerging trends?

- A. Cloud, Industry Issues, Consumerization, IT Appliances
- B. Cloud, Mobility, Activity Based Working, Security
- C. Cloud, Social Media, Software Defined Networking, Big Data
- D. Cloud, Mobility, Analytics, Social Media

Answer: D

NEW QUESTION 91

Which three options are considerations you have to take into account when communicating the business outcomes story? (Choose three.)

- A. Be aware of people's time and length of presentation.
- B. Organize the presentation so that the message is clear and key points emerge early.
- C. Prepare carefully the agenda and the objectives definitions.
- D. Use the right verbal and corporate language.
- E. Know your audience and what is of interest to them.

Answer: ABE

NEW QUESTION 95

Which characteristic of the Cisco Internet of Everything has the most impact on business?

- A. connecting people for measuring the usage trends of services
- B. delivering the services to the right person at the right time
- C. leveraging data into more useful information for decision making

D. having physical devices and objects connected to the internet

Answer: D

NEW QUESTION 98

Which option is a difference in the set of QUESTION NO:s that Cisco's approach to outcomes-based sales uses in helping organizations to move from product to outcome-based sales?

- A. The product approach answers the QUESTION NO: of what product is needed, while the outcomes approach answers what capabilities are needed to achieve the solutions.
- B. The product approach answers the QUESTION NO: of how progress is displayed and correctly communicated, while the outcomes approach answers what the business objectives services must be included in each solution.
- C. The product approach answers the QUESTION NO: of what product is needed, while the outcomes approach answers what the business objectives and desired outcomes are.
- D. The product approach answers the QUESTION NO: of what capabilities are needed to deliver product & services, while the outcomes approach gives an answer to what the business rules and capabilities are.

Answer: C

NEW QUESTION 102

Which three options are common business needs across industry verticals? (Choose three.)

- A. Connected Reactive Maintenance
- B. Connected Mobile Workforce
- C. Connected Platforms
- D. CMX Digital Experience
- E. Secure Ops
- F. Connected Enterprise Resources

Answer: ABE

NEW QUESTION 104

What should a sales professional use to ensure a clear understanding of the top priorities of an organization during a business outcome selling?

- A. A technology gap analysis of the organization's infrastructure.
- B. The list of CSFs and KPIs of the organization.
- C. The analysis of the consumption model that the customer is looking to implement.
- D. A study of the impact that the current state of technology has on the business.

Answer: B

NEW QUESTION 108

Which advantage is gained from engaging with senior IT and LoB leadership of the Cisco Business Architecture approach?

- A. to describe the latest product features offered
- B. to position technology
- C. to demonstrate the latest product features
- D. to gain an understanding of their business

Answer: D

NEW QUESTION 112

At what three major levels can Cisco and its partners provide outcomes? (Choose three.)

- A. strategic level
- B. operational level
- C. technology innovation level
- D. executive level
- E. business level

Answer: BCE

NEW QUESTION 117

Which three options are financial challenges in business outcome-based selling? (Choose three.)

- A. Competing stakeholder goals and expectations.
- B. Difficulty to determine external value.
- C. Financial resources are distributed across functional areas.
- D. Competitive analysis is often incomplete.
- E. IT adoption and implementation may have long business cycles.

Answer: ACE

NEW QUESTION 122

Which two main things must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

- A. role in company
- B. degree of influence
- C. size of budget
- D. purchasing power
- E. interest in results

Answer: BE

NEW QUESTION 123

Which is a benefit of using the power/influence grid to manage stakeholders?

- A. It helps sales professionals to present solutions in the right business or technical language and context.
- B. It aligns the stakeholder audience's goals with a good business proposition.
- C. It helps move stakeholders from their current to their optimal positions.
- D. It ensures that the sales professional identifies the appropriate key performance indicators for outcomes.

Answer: C

NEW QUESTION 126

Why is it convenient to tie business outcomes and the customer value proposition?

- A. Because it accelerates the time to market of new products and solutions while maintaining a reasonable cost structure.
- B. Because this way you can establish fixed business goals and priorities and facilitate the deployment project management.
- C. To reduce complexity for stakeholders, it is easier for them to describe the benefits and to influence others to gain support.
- D. Because it keeps the value proposition unchanged, it is easier for stakeholders to claim for accountability.

Answer: C

NEW QUESTION 128

Which type of engagement occurs at the business solutions maturity level?

- A. multidomain technology engagement
- B. single-domain technology engagement
- C. partial business engagement
- D. business-first engagement

Answer: C

NEW QUESTION 133

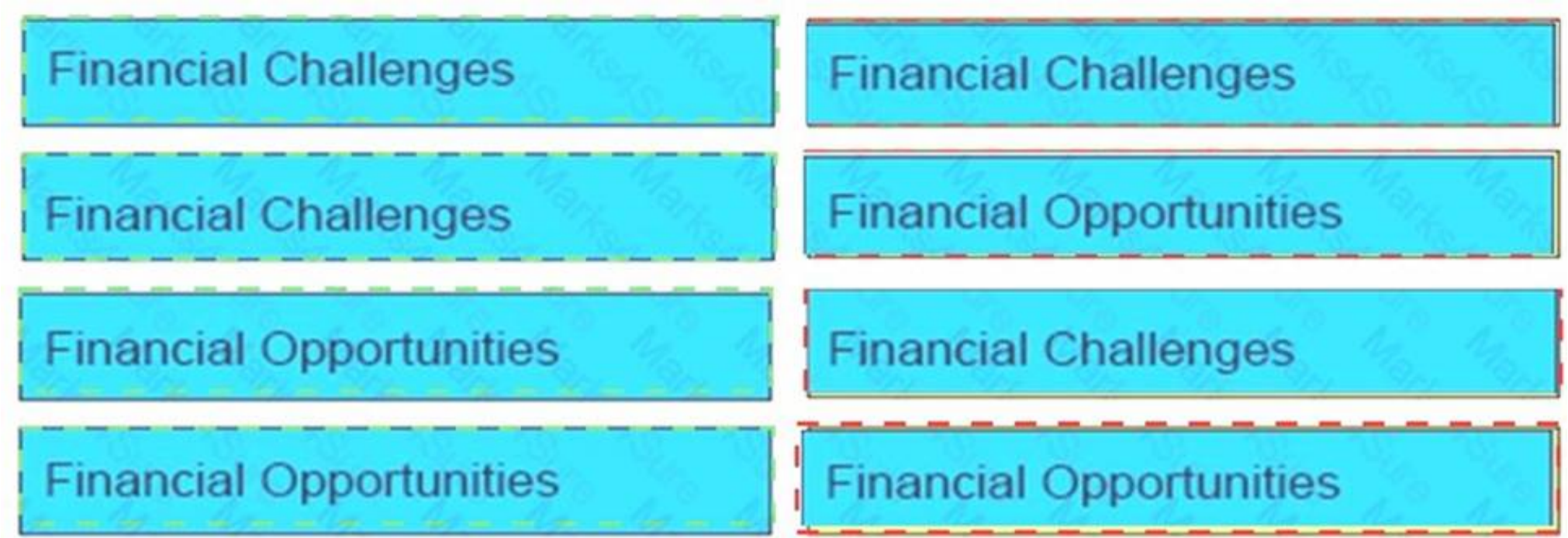
Drag and drop the type of business case on the left to the business driver on the right.

Financial Challenges	Conflicts in stakeholder goals
Financial Challenges	Reuction in CAPEX
Financial Opportunities	Long adoption cycle
Financial Opportunities	Maximizing efficiency

- A. Mastered
- B. Not Mastered

Answer: A

Explanation:



NEW QUESTION 134

Which one of the following solutions enables business outcomes in the financial industry?

- A. Multilayer Switching
- B. Remote Expert
- C. Plant Floor Control Network
- D. Internet of Everything
- E. Medianet

Answer: B

NEW QUESTION 135

Which option is a main benefit that Cisco Partners bring to the table for customers?

- A. additional teams to implement solutions in a timely manner
- B. relationships with key Cisco personnel
- C. a large customer base for which to sell Cisco services
- D. Cisco expertise and the ability to have specializations in certain practice areas

Answer: D

NEW QUESTION 139

Which two resources can be used to determine the characteristics of a customer's persona? (Choose two.)

- A. social media
- B. past employers
- C. human resources
- D. annual reports
- E. industry peers

Answer: AD

NEW QUESTION 141

IP addressing can be assigned in either a static or dynamic method. Which two devices would likely be assigned dynamic IP addresses? (Choose two.)

- A. email server
- B. IP phone network
- C. printer
- D. personal laptop
- E. switch

Answer: BD

NEW QUESTION 142

When selling outcomes, which three knowledge areas should sales professionals develop? (Choose three.)

- A. Portfolio selling
- B. Emerging technology trends
- C. Stakeholder management
- D. Sales enablement
- E. Customer advocacy
- F. Cisco partner ecosystem portfolio

Answer: BCD

NEW QUESTION 147

Which categories can collaboration help achieve business goals for the customer?

- A. Innovation, Industries, Incentives.
- B. Line of Business, Vertical, Business Outcome.
- C. Industry markets, Business Outcome, Technology Innovation.
- D. Line of Business, Vertical, Business Value.

Answer: D

NEW QUESTION 150

What are two customer goals and objectives driven by their value proposition? (Choose two.)

- A. Bring digital value to customers, suppliers, partners (ease of doing business).
- B. Reduce the sales force and customer interaction.
- C. Transform the customer experience.
- D. Reduce Operating Expenses and increase Capital Expenditures.

Answer: AC

NEW QUESTION 153

Which statement is true regarding technical requirements?

- A. They establish the technical features that the customer value proposition must include.
- B. They establish the technical strategy customer needs to follow to double the business size.
- C. They establish what the business needs to do in order to reduce time to market.
- D. They establish the business strategy that the customer must follow to accelerate their go to market.

Answer: A

NEW QUESTION 155

Which description of the channel building block in the business model canvas is true?

- A. key activities that support the value proposition
- B. value that the business delivers to its customers
- C. how the business reaches its customers
- D. for whom is the business creating value

Answer: C

NEW QUESTION 160

What is a key differentiator of the Cisco Data Analytics market solution?

- A. It manages a higher volume of data than the competition.
- B. It sets new standards for data capture and storage.
- C. It includes a new Cisco category of cloud applications.
- D. It offers an end-to-end industry platform.

Answer: D

NEW QUESTION 164

Which three QUESTION NO:s are specified by the Seven Elements Framework? (Choose three.)

- A. Working environment characteristics?
- B. Existing relationship?
- C. Compliance with ISO 20K?
- D. Understanding of own and others interests?
- E. Consequences of not reaching agreement or support?

Answer: BDE

NEW QUESTION 168

Which two activities require strong facilitation skills for gathering qualitative data? (Choose two.)

- A. workshop
- B. focus group
- C. survey
- D. naire
- E. interview

Answer: AB

NEW QUESTION 172

Which are the four types of requirements for aligning outcomes to business needs?

- A. Business, Functional, Strategic, Tactical
- B. Strategic, Tactical, Operational, Procedural
- C. Functional, Operational, Administrative, Strategic
- D. Business, Technical, Functional, Transitional

Answer: D

NEW QUESTION 177

Which option is a structured process to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Answer: A

NEW QUESTION 180

When you seek customer support for an action, which framework can be used to plan influential communication?

- A. stakeholder analysis matrix
- B. seven elements
- C. principled negotiation
- D. business model canvas

Answer: B

NEW QUESTION 181

You are proposing a solution to a group that conflicts with a competing initiative of one of the group members. Which audience type does this group member belong to?

- A. sympathetic
- B. uninformed
- C. critical
- D. hostile

Answer: D

NEW QUESTION 182

Which option is a recommended activity that is important for outcome selling?

- A. Use a checklist to cover all renewal needs.
- B. Have strategic value-based discussions with management.
- C. Ask QUESTION NO:s until you have filled out the required tool checklist.
- D. Identify which services are associated with a Cisco product.

Answer: B

NEW QUESTION 183

How does a performance measurement help the customer business?

- A. Provides feedback on progress towards settled goals.
- B. Compliance of certain industries regulations.
- C. Help companies monitor its past state.
- D. To reward and to discipline employees.

Answer: A

NEW QUESTION 185

Which options are two features of business requirements? (Choose two.)

- A. Business requirements are managed by stakeholders.
- B. Business requirements support specific business objectives.
- C. Business requirements are prioritized in compliance with influence dynamics.
- D. Business requirements are dynamic in nature and change over time.
- E. Business requirements are always defined inside a line of business.

Answer: BD

NEW QUESTION 187

What is the benefit of understanding stakeholder interests?

- A. Understanding stakeholder interest helps sales people present solutions in the right business or technical language and context.
- B. Aligning the message to the audience requires an understanding of stakeholders' audience goals and ensure a good business proposition.
- C. Matching business needs to outcomes helps sales people present solutions in the right business or technical language and context.

D. Aligning business goals and technical goals ensure sales people present solutions in the right business or technical language and context.

Answer: A

NEW QUESTION 192

Which benefit of the Information Technology Infrastructure Library is true?

- A. predictable and consistent process
- B. increased transparency of accountability, and informed delegation of authority
- C. obtain ISO 9001 compliance
- D. value creation through monitoring, measuring, evaluation, and feedback

Answer: A

NEW QUESTION 197

Which two options are examples of Key Performance Indicators? (Choose two.)

- A. Percentage of job offers accepted
- B. Perception level of satisfaction of customers
- C. Quantity of new organizational goals
- D. Revenue growth versus industry benchmark

Answer: AD

NEW QUESTION 199

Which four options are components of the Seven Elements framework? (Choose four.)

- A. Commitment
- B. Relationship & Distribution
- C. Relationship & Communications
- D. Best Alternative
- E. Interests, Agenda & Normative
- F. Interests, Options & Legitimacy
- G. Alternatives, Opportunities & Legitimacy

Answer: ACDF

NEW QUESTION 202

Which option has a major influence on how fast an enterprise can move toward a stronger use of digital business capability?

- A. skills to manage risks related to use of emerging technologies
- B. globalization of the sales force
- C. new product launches that require IT capacity
- D. competition in the industry due to end of regulations

Answer: A

NEW QUESTION 207

Which three options are perspectives of the customer needs? (Choose three.)

- A. Functional Area Management
- B. Finding Investors
- C. Technical Professionals
- D. Executive Management
- E. Strategic Executives
- F. Operative Professionals

Answer: ACD

NEW QUESTION 209

Which option must you know when you plan to negotiate or reach agreement?

- A. underlying Interests of the stakeholders
- B. timing for decision on purchases
- C. the customer budget
- D. Cisco offerings

Answer: A

NEW QUESTION 213

Which option has a broad-reaching effect on buying organizations?

- A. technology plan
- B. business unit projects
- C. corporate plan

D. operating processes

Answer: C

NEW QUESTION 217

When uncovering information about the customer, which method can provide a higher volume of data points efficiently?

- A. workshop
- B. focus group
- C. survey
- D. interview

Answer: C

NEW QUESTION 218

Which two factors must you know about stakeholders to identify where they fall in a power grid? (Choose two.)

- A. role in company
- B. purchasing power
- C. degree of interest
- D. size of budget
- E. degree of influence

Answer: CE

NEW QUESTION 223

Which tool is leveraged by Cisco business architect for describing, visualizing, assessing, and changing business models?

- A. business model canvas
- B. business model agenda
- C. business model visualization
- D. business model framework

Answer: A

NEW QUESTION 228

Which two values are provided from delivering a business roadmap? (Choose two.)

- A. It provides insights on technology trends that are relevant to customer business.
- B. It enables the business to transform from its current business state to its target business state.
- C. It reduces product failures and downtime that impact customer business.
- D. It aligns business priorities, business capabilities, business solutions, and business outcomes.
- E. It provides product roadmap to meet business and customer needs.

Answer: BE

NEW QUESTION 233

Which two benefits of using a Cisco Business Architecture methodology are true? (Choose two.)

- A. It supports the client IT department to define the technology architecture.
- B. It determines the low-level design for network infrastructure.
- C. It enhances the way Cisco does business with its customers.
- D. It drives larger and more profitable results for customers, Cisco, and partners.
- E. It provides project management of a complex technology deployment.

Answer: CD

NEW QUESTION 237

Which option is a structured way to understand business landscape and context?

- A. business model canvas
- B. business outcomes canvas
- C. business model outcomes
- D. business canvas approach

Answer: A

NEW QUESTION 241

In a cloud implementation scenario, what does the sales professional must take into consideration regarding the revenue of a business outcomes selling?

- A. Revenue from this model could increase in a 25%.
- B. Revenue from this model is immediate.
- C. Revenue from this model is realized over a longer period of time.
- D. Revenue from this model is three times bigger than in the traditional product selling.

Answer: C

NEW QUESTION 245

Which two dimensions are used in the stakeholder power grid? (Choose two.)

- A. Influence/Authority
- B. Power/Influence
- C. Interest/Empathy
- D. Interest/Support
- E. Consensus/Support

Answer: BD

NEW QUESTION 247

What is one benefit of using Porter's Value Chain?

- A. To establish a framework for increasing revenue in the customer business and under project management control.
- B. To define the way the customer business affects the value to their solutions and services.
- C. To explain the competitive advantage of the customer business by comparing certain factors available to them.
- D. To help understand how different facets of the customer business affect their value proposition.

Answer: D

NEW QUESTION 250

Which option is the outcome when you compare the current state of technology with the capabilities of emerging technologies?

- A. Create a plan to migrate using cloud technologies.
- B. Identify gaps that provide opportunities for new services and solutions.
- C. Identify gaps for upgrading Cisco products.
- D. Identify the new stakeholders.

Answer: B

NEW QUESTION 255

Which option is the main element of a Business Outcomes storyline?

- A. relevancy to customers' strategy
- B. Cisco differentiators
- C. Cisco products
- D. guaranteed customer ROI

Answer: A

NEW QUESTION 256

You are proposing a solution to a group and a member of the audience is being critical of your proposal. Which tactic is recommended for engaging with this audience type?

- A. Acknowledge their concerns and move on.
- B. Build a bond with the audience member.
- C. Marginalize their concerns to the rest of the group.
- D. Defend your proposal with evidence.

Answer: D

NEW QUESTION 261

Which value of enterprise architecture is true?

- A. They describe the arrangement of products to deliver a business outcome.
- B. They describe how business outcomes are defined.
- C. They provide an overall view of a given problem.
- D. They outline how business priorities are reached.

Answer: C

NEW QUESTION 264

.....

THANKS FOR TRYING THE DEMO OF OUR PRODUCT

Visit Our Site to Purchase the Full Set of Actual 810-440 Exam Questions With Answers.

We Also Provide Practice Exam Software That Simulates Real Exam Environment And Has Many Self-Assessment Features. Order the 810-440 Product From:

<https://www.2passeasy.com/dumps/810-440/>

Money Back Guarantee

810-440 Practice Exam Features:

- * 810-440 Questions and Answers Updated Frequently
- * 810-440 Practice Questions Verified by Expert Senior Certified Staff
- * 810-440 Most Realistic Questions that Guarantee you a Pass on Your FirstTry
- * 810-440 Practice Test Questions in Multiple Choice Formats and Updatesfor 1 Year